



CENTRAL NSW  
JOINT ORGANISATION

## MEDIA RELEASE

**Date of Release:** 23 October 2020

**Approved by:** Cr John Medcalf OAM, Chair of Central NSW Joint Organisation, Mayor of Lachlan Shire Council

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### Central West NSW CBD Business Survey

Economic and local government leaders from across the region are calling on businesses located within their local CBD to complete the **Central West NSW CBD Business Survey**.

The retail sector has been disrupted in recent years right across the world with substantial growth in online shopping and larger retailers reducing their footprint. COVID-19 has also forced increased rates of business transformation which has led to the establishment of the survey.

Central NSW Joint Organisation Chair, Cr. John Medcalf, explained that the Central West NSW CBD Business Survey is vital in understanding how our region is tracking in this period of change.

"Main streets are the heartbeat of local communities – it's where people shop, stop and stay," said Cr Medcalf.

"We are keen to learn how local CBD's in the Central West are faring so we can advocate for the region and continue to support our communities," said Cr Medcalf.

Business NSW (Western NSW) Regional Manager, Vicki Seccombe, added that the survey was an important body of work for her members.

"Town centres in regional communities serve a number of purposes and like the transformation within the retail sector, we need to reimagine and repurpose our CBD's to ensure they stay vibrant and a large part of the everyday," said Ms Seccombe.

"Businesses have been doing it tough and to plan for the future we need to better understand what the issues are so we can look at ways to help."

RDA Central West CEO, Sam Harma explained that the data gathered from the survey will be crucial in a bigger body of work that is investigating the future of the CBD's in the region.

"Good data helps make good decisions so I encourage businesses located within the central business district of their community to complete the survey because the end results will be important vital for our region," said Mr Harma.

"The Central West has a strong history of collaboration and this survey and the broader CBD research work currently underway is part of this ongoing teamwork."



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"We want to better understand what is happening locally, so we can apply for funding to better support the Central West town centres and this information will help to address the issues raised by businesses."

The Central NSW Joint Organisation, Regional Development Australia Central West and Business NSW (Western NSW) are eager to hear from businesses located within a CBD in the Central West.

The survey is anonymous and will take less than 5 minutes to complete. For more information and to start the survey, visit [www.surveymonkey.com/r/RQCQ82M](http://www.surveymonkey.com/r/RQCQ82M)

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